INTRODUCTION TO COMMUNICATION FOR DEVELOPMENT (C4D)

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USAID
FROM THE AMERICAN PEOPLE

Session timeline

14:45 - 15:45
Introduction to Communication for Development

15:45 – 16:30
Group work

16:30 – 17:00
Reporting back from groups +
Discussion on forming partnerships and monitoring impact

IOM – THE UN MIGRATION AGENCY

Helps to ensure orderly and humane management of migration.

Promotes international cooperation on migration issues.

Assists in the search for practical solutions to migration problems.

Provides humanitarian assistance to migrants in need including refugees, internally displaced people, and victims of trafficking.

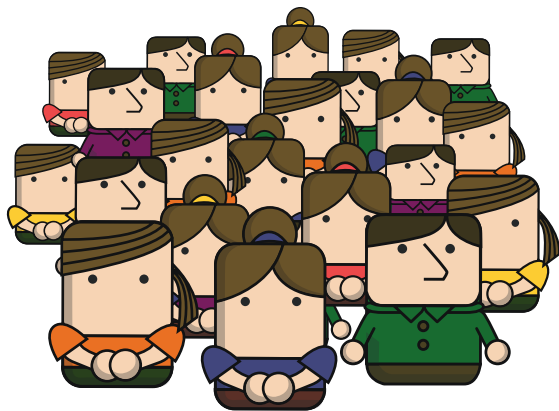International Organization for Migration (IOM)

The UN Migration Agency

IOM X

IOM X is part of the International Organization for Migration (IOM) Regional Office for Asia and the Pacific.
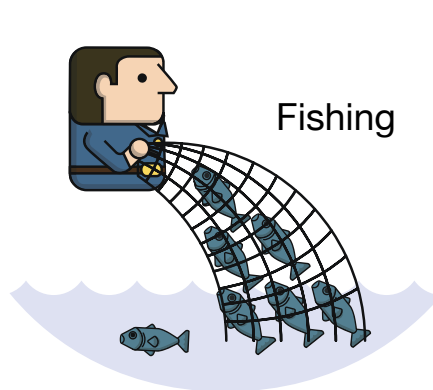
IOM X is a prevention campaign that focuses on promoting safe migration and inspiring public action to stop human trafficking and exploitation.
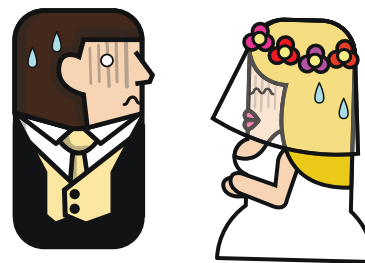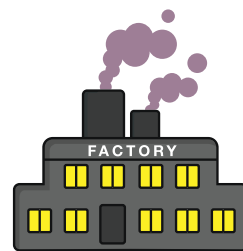
TARGET AUDIENCE

- Male/female
- 15-35 years old
- Asia Pacific region
- Fishers, domestic workers, consumers, employers, students

TARGET COUNTRIES

Bangladesh	Malaysia
Brunei	Myanmar
Darussalam	Philippines
Cambodia	Singapore
Indonesia	Thailand
Lao PDR	Viet Nam

PRIORITY SECTORS
(2016-2018)

Fishing

Domestic Work

Trafficking for Sexual Exploitation

Forced Marriage

Manufacturing

IOM X TO DATE

IOM X is a campaign to encourage safe migration and public action to stop exploitation and human trafficking in Asia and the Pacific. The campaign is produced in partnership with USAID.

467 million people reached.

Launched 103 videos, potentially reaching 330 million viewers

Held 56 events, including with celebrities, government representatives and NGOs.

Partnered with 40 private sector companies, including Microsoft, IBM and television channels across the region.

Hosted 180 public sector consultations.

Built a large online following, with over 445,000 followers on social media, and over 150 million people engaged digitally.

Developed 11 innovative solutions to prevent human trafficking, including 6Degree.org, which allows the public to donate directly to victims of human trafficking.

WHERE DOES C4D COME FROM?

- Hand washing with soap

- Condom use (HIV/AIDS prevention)

- Immunization campaigns

- Malaria prevention

- Exclusive breastfeeding

- Etc.

WHAT IS C4D?

It is a PARTICIPATORY PROCESS where organizations work <u>with</u> communities to come up with communication-focused solutions to local problems.

Understanding of people's <u>knowledge, attitudes and practices</u> around an issue guide strategic communication interventions.
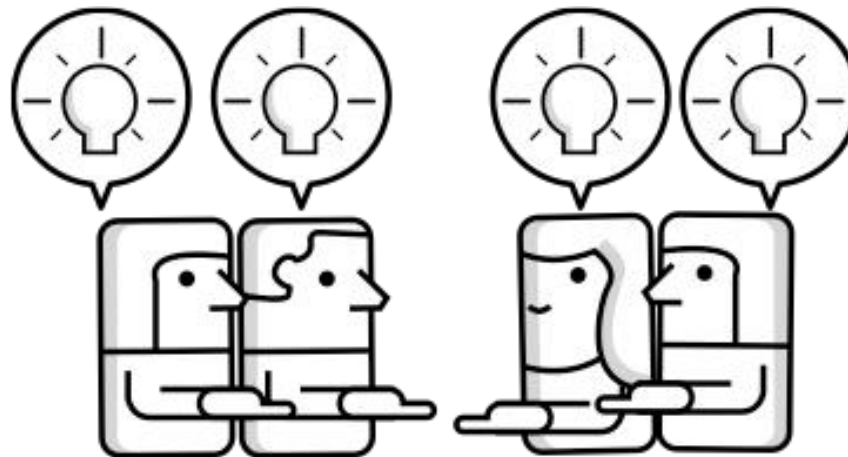
C4D LOOKS INTO QUESTIONS LIKE:

DO PEOPLE KNOW EVERYTHING THAT THEY SHOULD?

WHAT DO PEOPLE THINK OR FEEL ABOUT AN ISSUE?

HOW COME PEOPLE KNOW BUT DON'T ACT?

HOW COME WE BUILD SERVICES BUT PEOPLE DON'T USE THEM?

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COMMUNICATION FOR DEVELOPMENT (C4D)

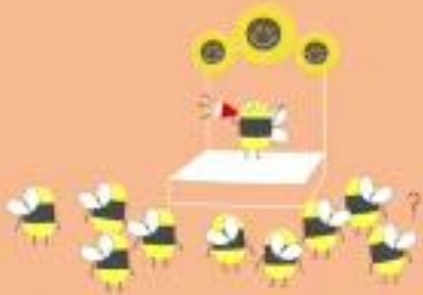5 STEPS

1. ANALYSIS

2. STRATEGIC DESIGN

3. DEVELOPMENT & TESTING

4. IMPLEMENTATION

5. MONITORING & EVALUATION

C4D – The Socio-Ecological Model
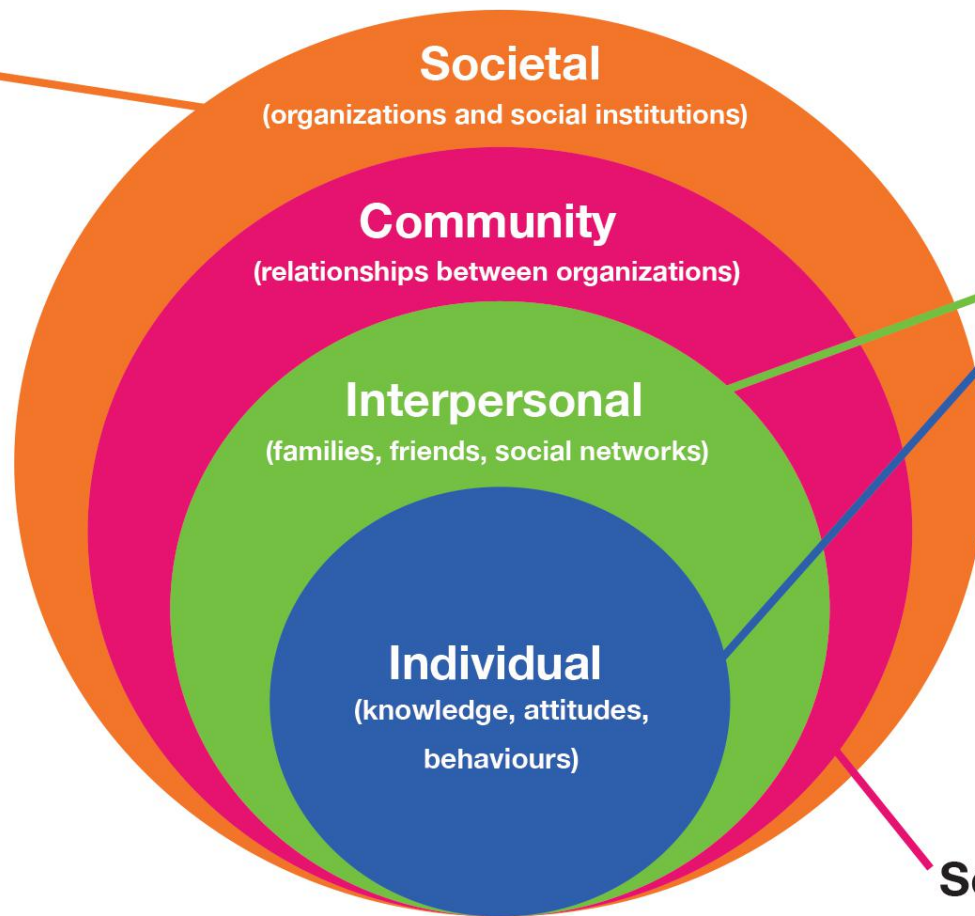
Interpersonal dialogue to **inform**, **motivate**, **problem solve** and/or **to promote or sustain** behaviours.

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COMMUNITY MOBILIZATION

Engagement of groups, communities and networks for a **supportive environment** for optimal behavioural and social change.
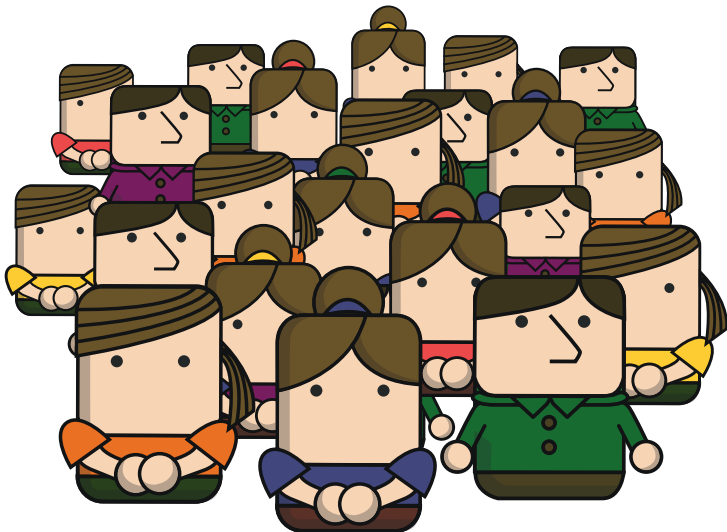
ADVOCACY

Engagement of decision-makers and social/ cultural influencers to **influence decisions** and **create discussion** for support, action and larger public discussion.

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The steps to getting to change

QUESTION 1.
What's the problem?

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1. Evidence-based analysis

- Primary data (interviews, surveys, tailor-made research, observations)

- Secondary data (research papers, articles, policy papers, laws, reports, etc.)

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Goal + objective setting

2. Selection of priority problems that you want to address and objectives you want to achieve with your interventions

-what's the most critical issue?
-what's relevant to your programme work and expertise?
-what is realistic to do and achieve? (scope, geographic area, schedule, human and monetary resources, partnerships, etc.)

BEHAVIOURAL OBJECTIVES

Examples:

- Increased number of people are **calling** a domestic violence helpline

- Increased number of mothers are exclusively **breastfeeding** their babies for six months

- More parents are **refusing to marry** their under-aged daughters

- More people are **reporting rape** to authorities

- More people are **systematically using the safety helmet** when on a motorbike

TARGET AUDIENCES

Target audience characteristics:

- Location

- Age

- Sex

- Language

- Education and literacy levels

- Socioeconomic status

- Ethnicity and religion

The more specific, the easier it is to develop targeted messages and activities

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Primary group

Whose behaviour must change for you to reach your programme/ project goal?

Who are the <u>most critical </u>target groups for creating the desired change?

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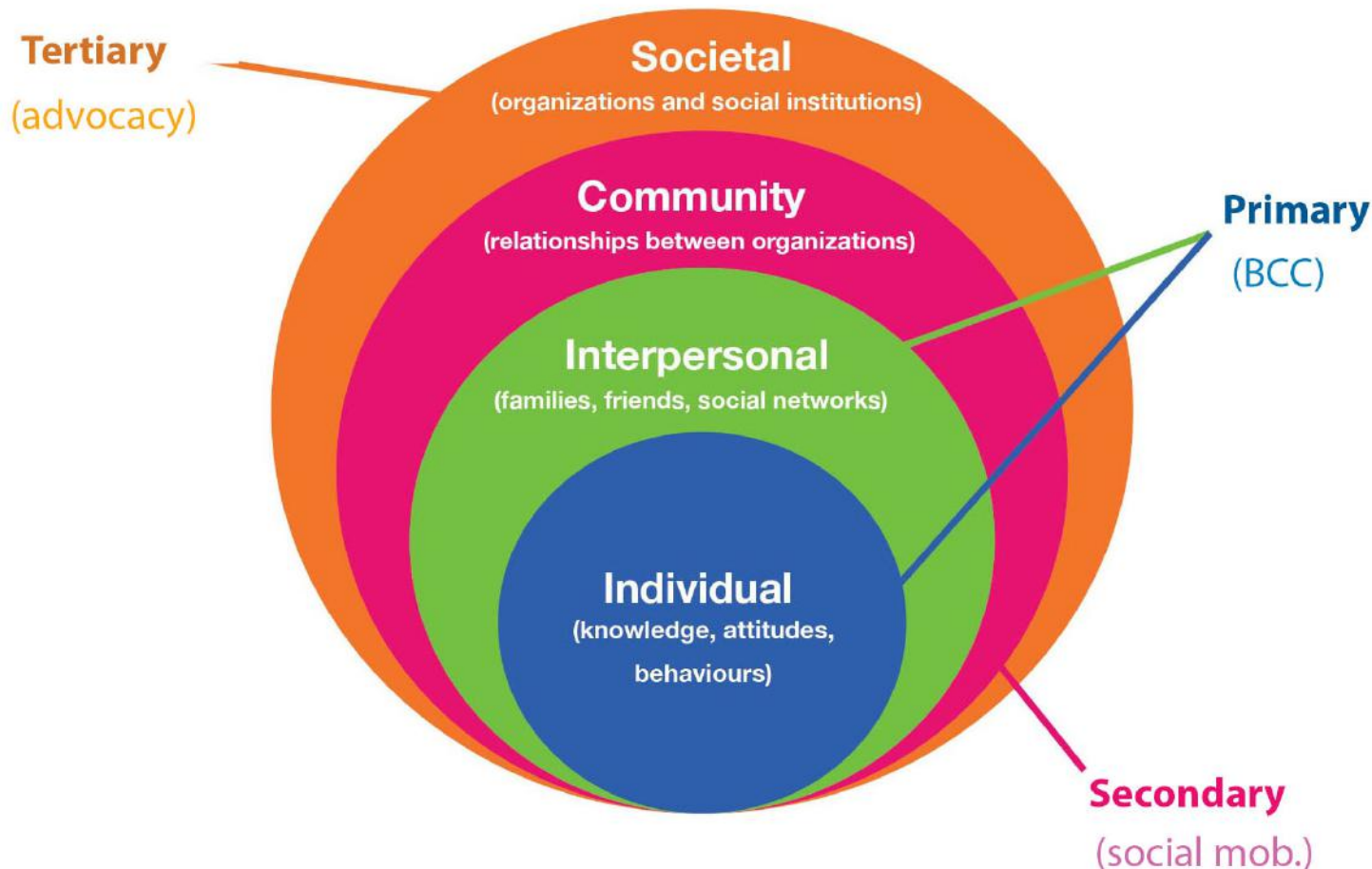# Selecting your target audiences

Secondary group
Who are influencing the primary group's behaviours with their own knowledge, attitudes and practices?

Tertiary group
Who are making decisions that impact the everyday lives of the secondary and primary groups?

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SEM –LEVELS OF INFLUENCE

Target audiences
by levels of influence

Tertiary
(advocacy)

Societal
(organizations and social institutions)

Community
(relationships between organizations)

Primary
(BCC)

Interpersonal
(families, friends, social networks)

Individual
(knowledge, attitudes, behaviours)

Secondary
(social mob.)

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GET TO KNOW YOUR AUDIENCES

Knowledge
Attitudes
Practices

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KNOWLEDGE vs PRACTICE

Stand up if….

ATTITUDE

People might <u>know,</u> but…

It's not relevant to me– *the risk is not personal.*

I am willing to take the risk – *potential benefit is worth more than the possible harm.*

I cannot change what will happen– *just unlucky, others make decisions*

I heard about it, but I am not interested. *– competing interests and priorities*

Knowledge	ATTITUDE	Practice

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Knowledge
OR
Attitude?

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Human trafficking happens all around the world.

No one I know is at risk of human trafficking.

Only uneducated people get trafficked.

Men, women and children can all be victims of human trafficking.

You need a passport to migrate regularly (legally) across borders.

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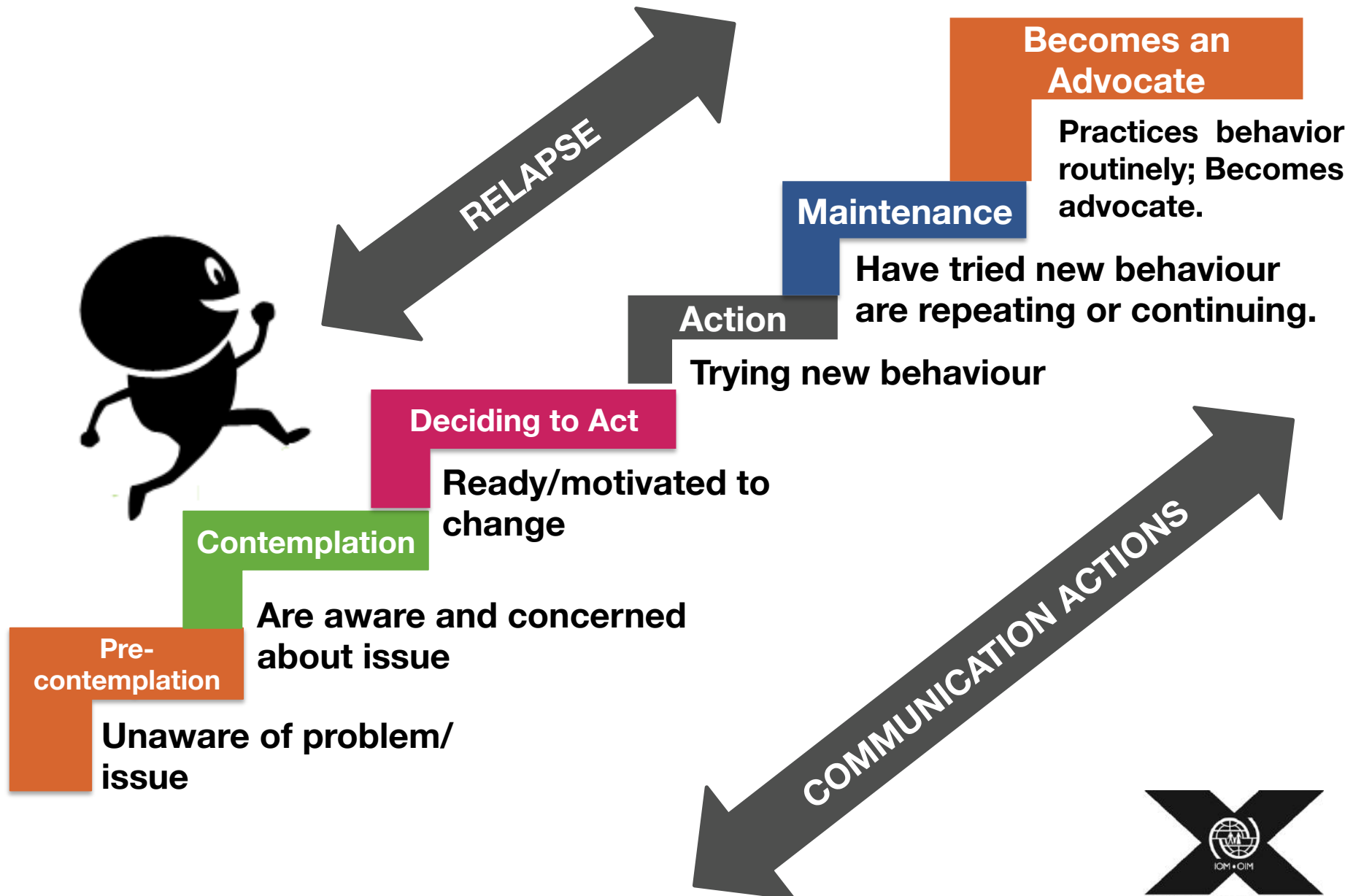
KNOWLEDGE OR ATTITUDE?

Knowledge

- Human trafficking happens all around the world.

- Men, women and children can all be trafficked.

- You need a passport to migrate regularly (legally) across borders.

Attitude

- No one I know is at risk of human trafficking.

- Only uneducated people get trafficked.

- Victims of human trafficking are just unlucky; it can't be prevented.

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Behaviour Change

BEHAVIOUR CHANGE JOURNEY

RELAPSE

COMMUNICATION ACTIONS

Becomes an Advocate
Practices behavior routinely; Becomes advocate.

Maintenance
Have tried new behaviour are repeating or continuing.

Action
Trying new behaviour

Deciding to Act
Ready/motivated to change

Contemplation
Are aware and concerned about issue

Pre-contemplation
Unaware of problem/ issue

Adopted from Prochaska & DiClemente's Stages of Change/ Transtheoretical Theory.

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BEHAVIOUR CHANGE REQUIRES:

- Positive cost-benefit outcome

- Link with a person's needs, wants and values

- Simplicity of adoption, do-able actions

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INFORMATION IS NOT ENOUGH
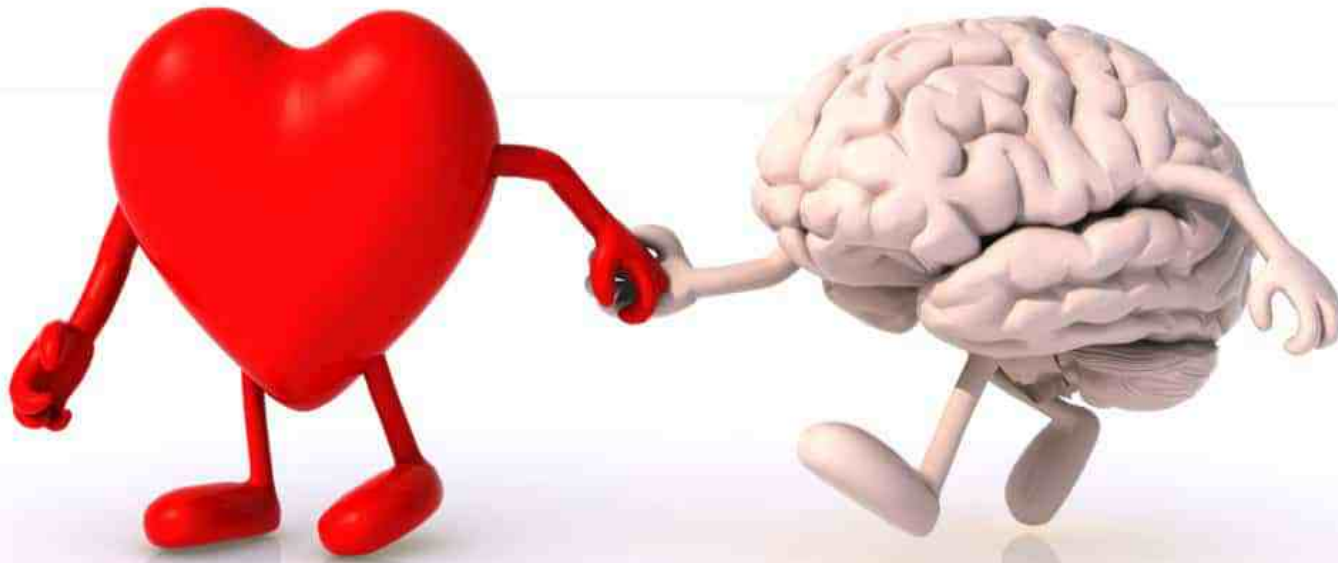
What strategies or tactics have been used in the following three videos?

BEHAVIOUR CHANGE

https://www.youtube.com/watch?v=XwdUXS94yNk

BEHAVIOUR CHANGE

https://www.youtube.com/watch?v=owGykVbfgUE

BEHAVIOUR CHANGE

https://www.youtube.com/watch?v=-8GFcAlWhBM

Barriers & Enabling Factors

Barriers – Things that can prevent target audiences from adopting the desired behaviour/s

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EXAMPLES OF BARRIERS

Social norms
- Women's restricted movement outside of their homes in Afghanistan (socially acceptable behaviours)

Traditions (practices, beliefs)
- Preference of boy over girl child in India (nutrition/ education/ early marriage)
- Influence of highly respected in-laws/ grandparents

Poverty
- **Access**: long distances to services, transport costs, unofficial service costs, etc.

Security
- Access: conflicts, etc.

Positive or enabling factors – Things and opportunities that may help target audiences to p r a c t i c e   d e s i r e d behaviours

EXAMPLES OF POSITIVE FACTORS

Social norms
- Breastfeeding is considered natural

Existing social networks
- e.g. the Red Cross and Scout Movements across the country/ world
- Religious movements

Traditions
- Hygiene traditions before mosque prayers

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QUESTION 3.
What do our target audiences need to hear?

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What are the different information needs of the intended audiences of these two videos? Where in the behavioural journey are they?

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https://www.youtube.com/watch?v=NJa7VUsz1vY

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BEHAVIOUR CHANGE JOURNEY

You've seen something.

#TalktoNSPCC

0:01 / 1:11

https://www.youtube.com/watch?v=XwdUXS94yNk

Message development

DIRECT

CONCISE

POSITIVE

RELEVANT

DO-ABLE

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ACTION MESSAGES

TYPICAL MESSAGE	ACTION MESSAGE
Stop malaria!	*Prevent malaria by sleeping under a bed net each night.*
Beware of illegal migration!	*Check to make sure a job is real before you migrate. Call the labour hotline at 1486.*

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PLASTIC BAGS KILL – KEEP OUR OCEAN CLEAN

CERTAIN THINGS HANG ON FOREVER

EVERY 60 SECONDS A SPECIES DIES OUT.

SLOWER IS BETTER.

STOP THE VIOLENCE. DON'T DRINK AND DRIVE.

Be smart!
Check to make sure a job is real before you migrate. Call the labour hotline at 1486.
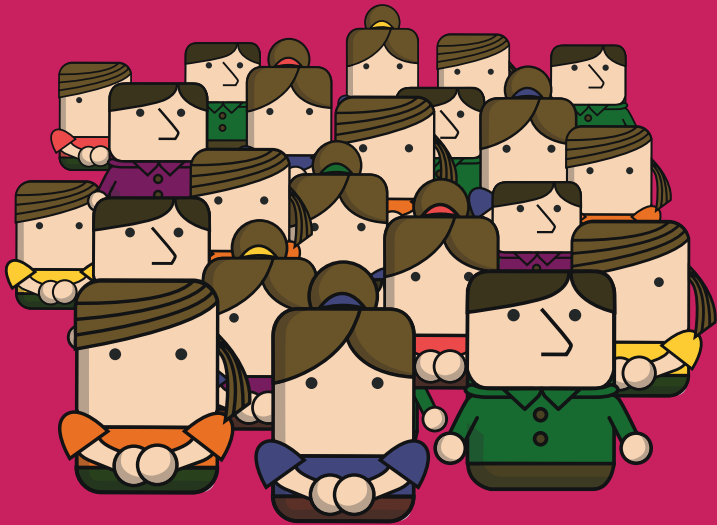
…WITH YOUR TARGET AUDIENCE!!
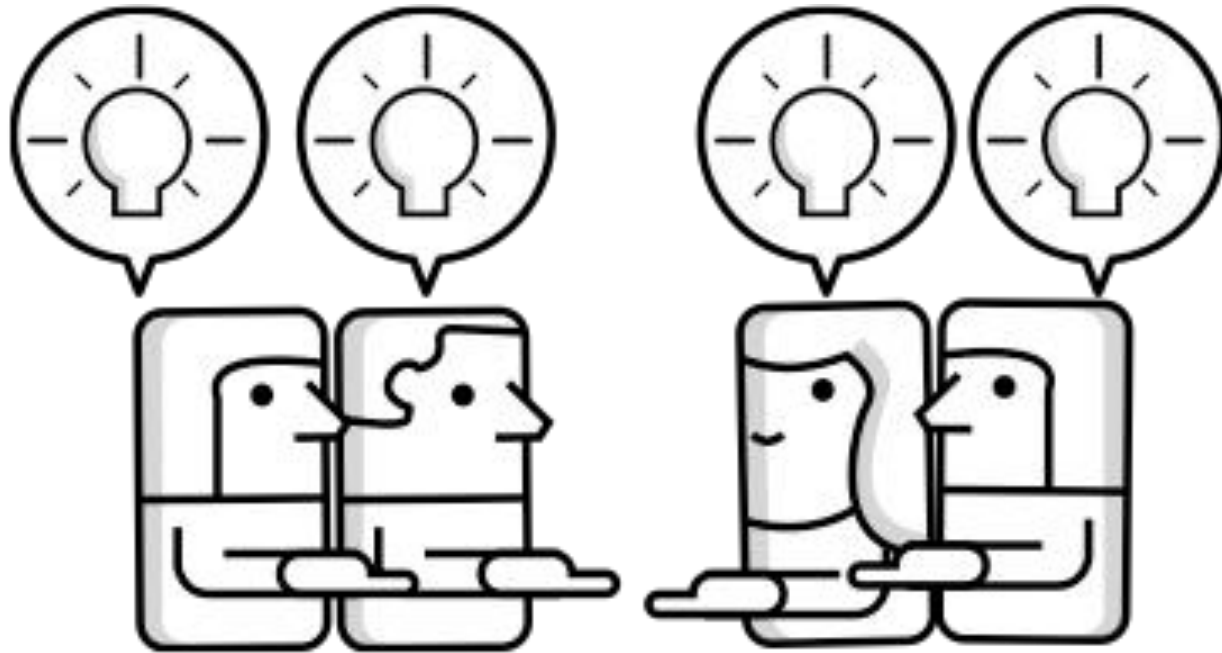
QUESTION 4.
How will our target audiences best be reached?
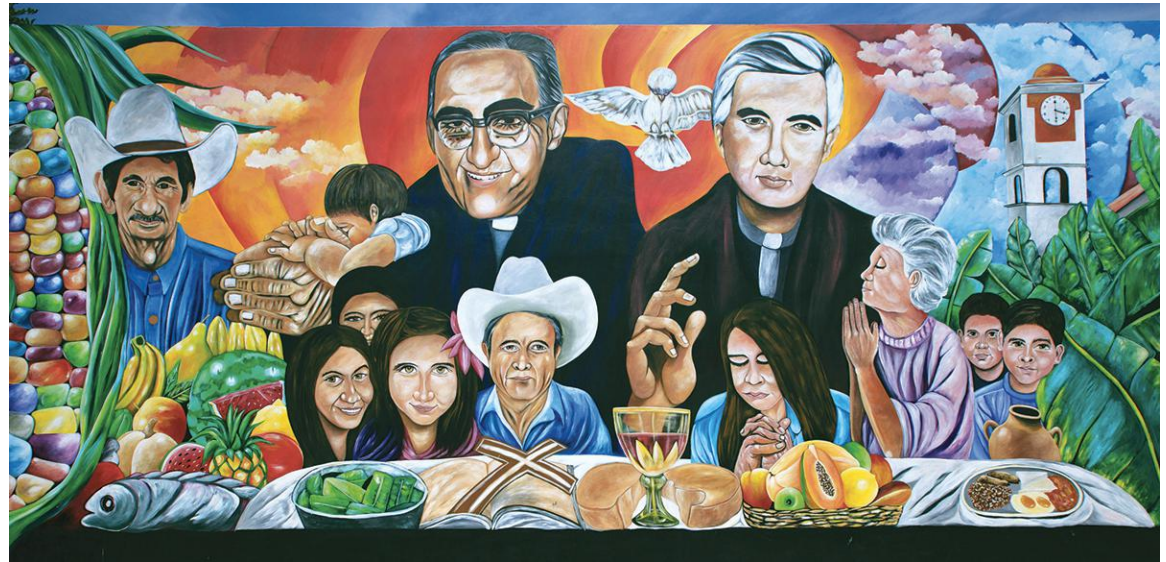
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Communication channels

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Pre-Testing
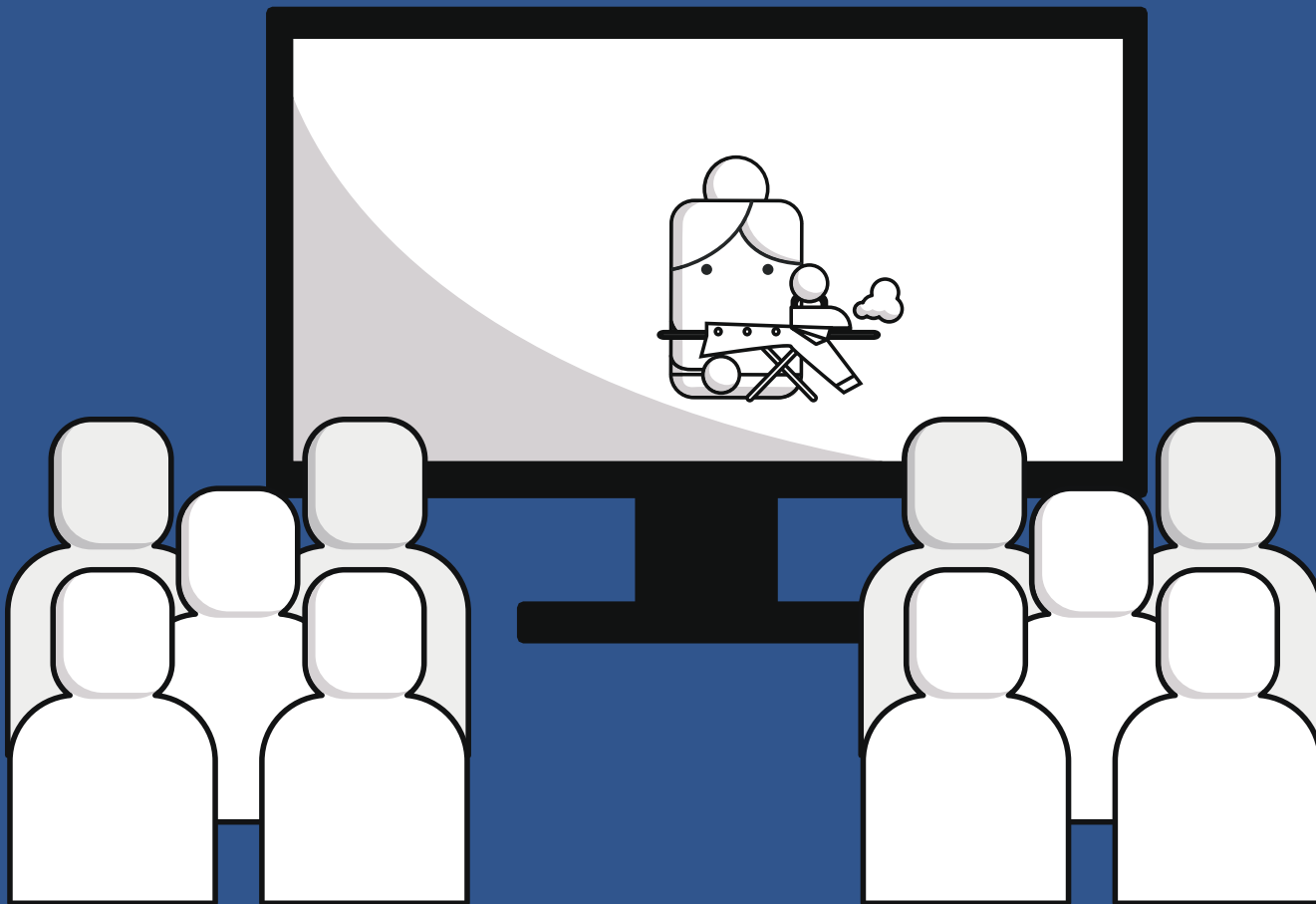
COMPREHENSION

Are the messages / materials understood by the priority audience?
Do they recognize the benefits of taking suggested action?

ATTRACTIVENESS

Do the materials capture audience's attention?

MOTIVATION / PERSUASION

Do the audiences understand the calls to action and are they inspired to act?

INVOLVEMENT

Does the audience identify with the material?
Does it 'feel right' to them?

ACCEPTANCE

Is there anything that is inappropriate or culturally offensive?

BELIEVABILITY

Are the materials believable and realistic?

IMPROVEMENT

Is there anything that can be done to Improve the materials?
Any specific suggestions?

RELEVANCE

Are the materials related to the issues faced by the audiences?

Monitoring & Evaluation

GROUP WORK:
Get to know your audiences

ATTITUDE, KNOWLEDGE AND BEHAVIOUR ANALYSIS

CHANNEL ANALYSIS

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THANK YOU.